

ORDER

| | | | | |
|-------------------|----------------------|------------------------------|-------------------------|-----------|
| Orders | Order / Rev: | 722466 | WTLV-TV | |
| | Alt Order #: | 06374908 | Jim Quinn | |
| | Product Desc: | OFA EST 2051 | | |
| | Estimate: | 2051 | | |
| | Flight Dates: | 10/16/12 - 10/22/12 | | |
| | Original Date / Rev: | 10/15/12 / 10/15/12 | | |
| | Order Type: | Political | Sales Region: | |
| Agency | Name: | Greer Margolis Mitchell/ Pol | | |
| | Buying Contact: | | Billing Type: | Cash |
| | Billing Contact: | | Billing Calendar: | Broadcast |
| | | 3050 K St NW | Billing Cycle: | WEEKLY |
| | | Washington, DC 20007 | Agency Commission: | 15% |
| Advertiser | Name: | Obama For America | | |
| | Demographic: | A35+ | New Business Thru: | |
| | Product Codes: | PL-Presidential | Order Separation: | 00:15:00 |
| | Priority: | P-1 | Advertiser External ID: | |
| | Revenue Codes: | AGY, GEN, POL | Agency External ID: | |

| | | | | | Totals | | | | |
|------------|----------|---------|--------------|-------------|---------------|---------|--------------|-------------|--------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
| 10/15/12 | 10/21/12 | 79 | \$46,785.00 | \$39,767.25 | October 2012 | 100 | \$59,670.00 | \$50,719.50 | 0.00 |
| 10/22/12 | 10/28/12 | 21 | \$12,885.00 | \$10,952.25 | Totals | 100 | \$59,670.00 | \$50,719.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|-------------------------|-------|----------------------------|----------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | WTLV | 10/16/12 | 10/22/12 | 4:30a-5a M-F 4:30-5a | CM | 4:30a-5a | MTWTF-- | :30 | 3 | \$35.00 | P-3 | 0.00 | NM | 3 | \$105.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | MTWTF-- | | 3 | \$35.00 | | | 0.00 | | | | | |
| E 2 | WTLV | 10/16/12 | 10/22/12 | 5a-530a 5a-530a | CM | M-F 5a-530a | MTWTF-- | :30 | 5 | \$200.00 | P-3 | 0.00 | NM | 5 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | MTWTF-- | | 5 | \$200.00 | | | 0.00 | | | | | |
| E 3 | WTLV | 10/16/12 | 10/22/12 | 530a-6a 530a-6a | CM | 530a-6a | MTWTF-- | :30 | 5 | \$200.00 | P-3 | 0.00 | NM | 5 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | MTWTF-- | | 5 | \$200.00 | | | 0.00 | | | | | |
| E 4 | WTLV | 10/16/12 | 10/22/12 | M-F 6-7a M-F 6-7am | CM | 6a-7a (6:00 AM-6:30 AM) | MTWTF-- | :30 | 5 | \$900.00 | P-1 | 0.00 | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | MTWTF-- | | 5 | \$900.00 | | | 0.00 | | | | | |
| E 5 | WTLV | 10/16/12 | 10/22/12 | M-F 6-7a M-F 6-7am | CM | 6a-7a (6:30 AM-7:00 AM) | MTWTF-- | :30 | 5 | \$950.00 | P-1 | 0.00 | NM | 5 | \$4,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | MTWTF-- | | 5 | \$950.00 | | | 0.00 | | | | | |
| E 6 | WTLV | 10/16/12 | 10/22/12 | Today Show M-F 7-9am | CM | 7a-9a (7:00 AM-8:00 AM) | MTWTF-- | :30 | 5 | \$800.00 | P-1 | 0.00 | NM | 5 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | MTWTF-- | | 5 | \$800.00 | | | 0.00 | | | | | |

Order / Rev: 722466
Alt Order #: 06374908
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Obama For America
Product Desc: OFA EST 2051 **WTLV-TV**
Estimate: 2051

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount | |
|------|------|----------|----------|--|-------|----------------------------|---------|-----|-------|------------|-----|----------|-------|--------|------------|
| E 7 | WTLV | 10/16/12 | 10/22/12 | Today Show M-F 7-9am <u>Start Date</u> Week: 10/16/12 | CM | 7a-9a (8:00 AM-9:00 AM) | MTWTF-- | :30 | 5 | \$875.00 | P-1 | 0.00 | NM | 5 | \$4,375.00 |
| E 8 | WTLV | 10/16/12 | 10/22/12 | Today Show II M-F 9-10am <u>Start Date</u> Week: 10/16/12 | CM | 9a-10a | MTWTF-- | :30 | 3 | \$400.00 | P-1 | 0.00 | NM | 3 | \$1,200.00 |
| E 9 | WTLV | 10/16/12 | 10/22/12 | M-F 10-11a Today Show 3 <u>Start Date</u> Week: 10/16/12 | CM | M-F 10a-11a | MTWTF-- | :30 | 3 | \$325.00 | P-1 | 0.00 | NM | 3 | \$975.00 |
| E 10 | WTLV | 10/16/12 | 10/22/12 | M-F 11a-12p First Coast Living <u>Start Date</u> Week: 10/16/12 | CM | M-F 11a-12p | MTWTF-- | :30 | 3 | \$70.00 | P-3 | 0.00 | NM | 3 | \$210.00 |
| E 11 | WTLV | 10/16/12 | 10/22/12 | M-F 12-1230p FCN Noon News <u>Start Date</u> Week: 10/16/12 | CM | M-F 12p-12:30p | MTWTF-- | :30 | 3 | \$170.00 | P-1 | 0.00 | NM | 3 | \$510.00 |
| E 12 | WTLV | 10/16/12 | 10/22/12 | M-F 1230-1p Extra <u>Start Date</u> Week: 10/16/12 | CM | M-F 1230p-1257p | MTWTF-- | :30 | 3 | \$100.00 | P-3 | 0.00 | NM | 3 | \$300.00 |
| E 13 | WTLV | 10/16/12 | 10/22/12 | Days of Our Lives Days of Our Lives <u>Start Date</u> Week: 10/16/12 | CM | M-F 1p-2p | MTWTF-- | :30 | 3 | \$80.00 | P-5 | 0.00 | NM | 3 | \$240.00 |
| E 14 | WTLV | 10/16/12 | 10/22/12 | M-F 2-3p M-F 2-3pm <u>Start Date</u> Week: 10/16/12 | CM | M-F 2p-3p | MTWTF-- | :30 | 3 | \$50.00 | P-3 | 0.00 | NM | 3 | \$150.00 |
| E 15 | WTLV | 10/16/12 | 10/22/12 | M-F 3-4p Katie <u>Start Date</u> Week: 10/16/12 | CM | M-F 3p-4p | MTWTF-- | :30 | 3 | \$110.00 | P-3 | 0.00 | NM | 3 | \$330.00 |
| E 16 | WTLV | 10/16/12 | 10/22/12 | M-F 4-5p Ellen <u>Start Date</u> Week: 10/16/12 | CM | M-F 4p-5p | MTWTF-- | :30 | 3 | \$250.00 | P-1 | 0.00 | NM | 3 | \$750.00 |
| E 17 | WTLV | 10/16/12 | 10/22/12 | M-F 5-530p M-F 5-530pm <u>Start Date</u> Week: 10/16/12 | CM | M-F 5p-5:30p | MTWTF-- | :30 | 3 | \$475.00 | P-1 | 0.00 | NM | 3 | \$1,425.00 |
| E 18 | WTLV | 10/16/12 | 10/22/12 | M-F 530-6p M-F 5:30-6pm <u>Start Date</u> Week: 10/16/12 | CM | M-F 5:30p-6p | MTWTF-- | :30 | 3 | \$575.00 | P-1 | 0.00 | NM | 3 | \$1,725.00 |
| E 19 | WTLV | 10/16/12 | 10/22/12 | M-F 6-630p M-F 6-630pm <u>Start Date</u> Week: 10/16/12 | CM | M-F 6p-6:30p | MTWTF-- | :30 | 3 | \$1,000.00 | P-1 | 0.00 | NM | 3 | \$3,000.00 |
| E 20 | WTLV | 10/16/12 | 10/22/12 | NBC Nightly News M-F 630-7pm <u>Start Date</u> Week: 10/16/12 | CM | M-F 630p-7p | MTWTF-- | :30 | 3 | \$1,400.00 | P-1 | 0.00 | NM | 3 | \$4,200.00 |
| E 21 | WTLV | 10/16/12 | 10/22/12 | M-F 7-730p Wheel of Fortune <u>Start Date</u> Week: 10/16/12 | CM | M-F 7p-7:30p | MTWTF-- | :30 | 3 | \$1,000.00 | P-1 | 0.00 | NM | 3 | \$3,000.00 |

Order / Rev: 722466
Alt Order #: 06374908
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Obama For America
Product Desc: OFA EST 2051
Estimate: 2051

WTLV-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount | |
|------|------|-------------------|-----------------|---|-------|---------------------------------|---------|-----|-------|-------------|-----|---------------|-------|--------|------------|
| E 21 | WTLV | 10/16/12 | 10/22/12 | M-F 7-730p Wheel of Fortune | CM | M-F 7p-7:30p | MTWTF-- | :30 | 3 | \$1,000.00 | P-1 | 0.00 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | MTWTF-- | | 3 | | | | \$1,000.00 | | 0.00 | | | |
| E 22 | WTLV | 10/16/12 | 10/22/12 | M-F 730-8p Jeopardy | CM | M-F 7:30p-8p | MTWTF-- | :30 | 3 | \$1,200.00 | P-1 | 0.00 | NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | MTWTF-- | | 3 | | | | \$1,200.00 | | 0.00 | | | |
| E 23 | WTLV | 10/16/12 | 10/22/12 | LN (M-Su) Late News (M-Su) | CM | 11-1135p | MTWTFSS | :30 | 3 | \$400.00 | P-3 | 0.00 | NM | 3 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | MTWTFSS | | 3 | | | | \$400.00 | | 0.00 | | | |
| E 24 | WTLV | 10/16/12 | 10/22/12 | Tonight Show Tonight Show | CM | 1135p-1237a | MTWTF-- | :30 | 3 | \$315.00 | P-1 | 0.00 | NM | 3 | \$945.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | MTWTF-- | | 3 | | | | \$315.00 | | 0.00 | | | |
| E 25 | WTLV | 10/16/12 | 10/22/12 | Late Night Late Night w/Jimmy Fallon | CM | 1235a-135a | MTWTF-- | :30 | 3 | \$80.00 | P-3 | 0.00 | NM | 3 | \$240.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/16/12 | 10/22/12 | MTWTF-- | | 3 | | | | \$80.00 | | 0.00 | | | |
| E 26 | WTLV | 10/20/12 | 10/20/12 | SAT TDY NBC Today Show (Sa) | CM | 7a-8a | -----S- | :30 | 1 | \$400.00 | P-1 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | 1 | | | | \$400.00 | | 0.00 | | | |
| E 27 | WTLV | 10/20/12 | 10/20/12 | Sat 8-10a Sat 8a-10a | CM | 8a-10a | -----S- | :30 | 1 | \$175.00 | P-3 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | 1 | | | | \$175.00 | | 0.00 | | | |
| E 28 | WTLV | 10/20/12 | 10/20/12 | Sat 7-730p Wheel of Fortune | CM | Sat 7p-7:30p | -----S- | :30 | 1 | \$315.00 | P-1 | 0.00 | NM | 1 | \$315.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | 1 | | | | \$315.00 | | 0.00 | | | |
| E 29 | WTLV | 10/20/12 | 10/20/12 | Sat 730-8p Jeopardy | CM | Sat 7:30p-8p | -----S- | :30 | 1 | \$315.00 | P-1 | 0.00 | NM | 1 | \$315.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | 1 | | | | \$315.00 | | 0.00 | | | |
| E 30 | WTLV | 10/21/12 | 10/21/12 | Meet the Press Sun 9-10a | CM | 9a-10a | -----S | :30 | 1 | \$850.00 | P-1 | 0.00 | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$850.00 | | 0.00 | | | |
| E 31 | WTLV | 10/21/12 | 10/21/12 | Sun 6-630p Sun 6-630pm | CM | Sun 6p-6:30p | -----S | :30 | 1 | \$335.00 | P-1 | 0.00 | NM | 1 | \$335.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$335.00 | | 0.00 | | | |
| E 32 | WTLV | 10/21/12 | 10/21/12 | Sun 1130p-12x Sun 1130p-12am | CM | Sun 1130p-12a | -----S | :30 | 1 | \$300.00 | P-1 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$300.00 | | 0.00 | | | |
| E 33 | WTLV | 10/22/12 | 10/22/12 | Mon Prime A Mon Prime A | CM | Mon 8p-9p (8:00 PM-10:00 PM) | M----- | :30 | 1 | \$3,000.00 | P-1 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | M----- | | 1 | | | | \$3,000.00 | | 0.00 | | | |
| E 34 | WTLV | 10/16/12 | 10/16/12 | Tue Prime B Tue Prime B | CM | Tue 9p-10p | -T----- | :30 | 1 | \$2,500.00 | P-1 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -T----- | | 1 | | | | \$2,500.00 | | 0.00 | | | |
| E 35 | WTLV | 10/17/12 | 10/17/12 | Wed Prime B Wed Prime B | CM | Wed 9p-10p | --W---- | :30 | 1 | \$2,500.00 | P-1 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | --W---- | | 1 | | | | \$2,500.00 | | 0.00 | | | |

Order / Rev: 722466
 Alt Order #: 06374908
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Obama For America
 Product Desc: OFA EST 2051
 Estimate: 2051

WTLV-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|------|-------------------|-----------------|--|------------------|--------------------|-------------|-----|---------------|------------|-----|------|------|-------|-------------|
| E 35 | WTLV | 10/17/12 | 10/17/12 | Wed Prime B Wed Prime B | CM | Wed 9p-10p | --W--- | :30 | 1 | \$2,500.00 | P-1 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 10/15/12 | 10/21/12 | --W--- | | 1 | \$2,500.00 | | 0.00 | | | | | | |
| E 36 | WTLV | 10/19/12 | 10/19/12 | Fri Prime B Fri Prime B | CM | Fri 9p-10p | ----F-- | :30 | 1 | \$1,150.00 | P-1 | 0.00 | NM | 1 | \$1,150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 10/15/12 | 10/21/12 | ----F-- | | 1 | \$1,150.00 | | 0.00 | | | | | | |
| E 37 | WTLV | 10/21/12 | 10/21/12 | Football Night in America Football Night In America | CM | Various | -----S | :30 | 1 | \$1,600.00 | P-1 | 0.00 | NM | 1 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | 1 | \$1,600.00 | | 0.00 | | | | | | |
| E 38 | WTLV | 10/21/12 | 10/21/12 | NFL Regular Season Fo@M NFL Regular Season | NFL Regular Seas | (8:30 PM-11:30 PM) | -----S | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | 1 | \$2,500.00 | | 0.00 | | | | | | |
| Totals | | | | | | | | | | | | | | 100 | \$59,670.00 |